

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



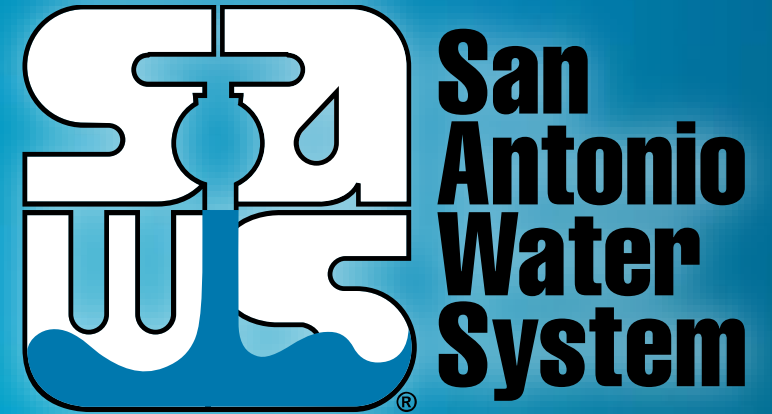
Savings Delivered by Email & Snail Mail: Can It Really Be That Easy?

Martha Wright

Conservation Resource Analyst

WaterSmart Innovations

October 3, 2019

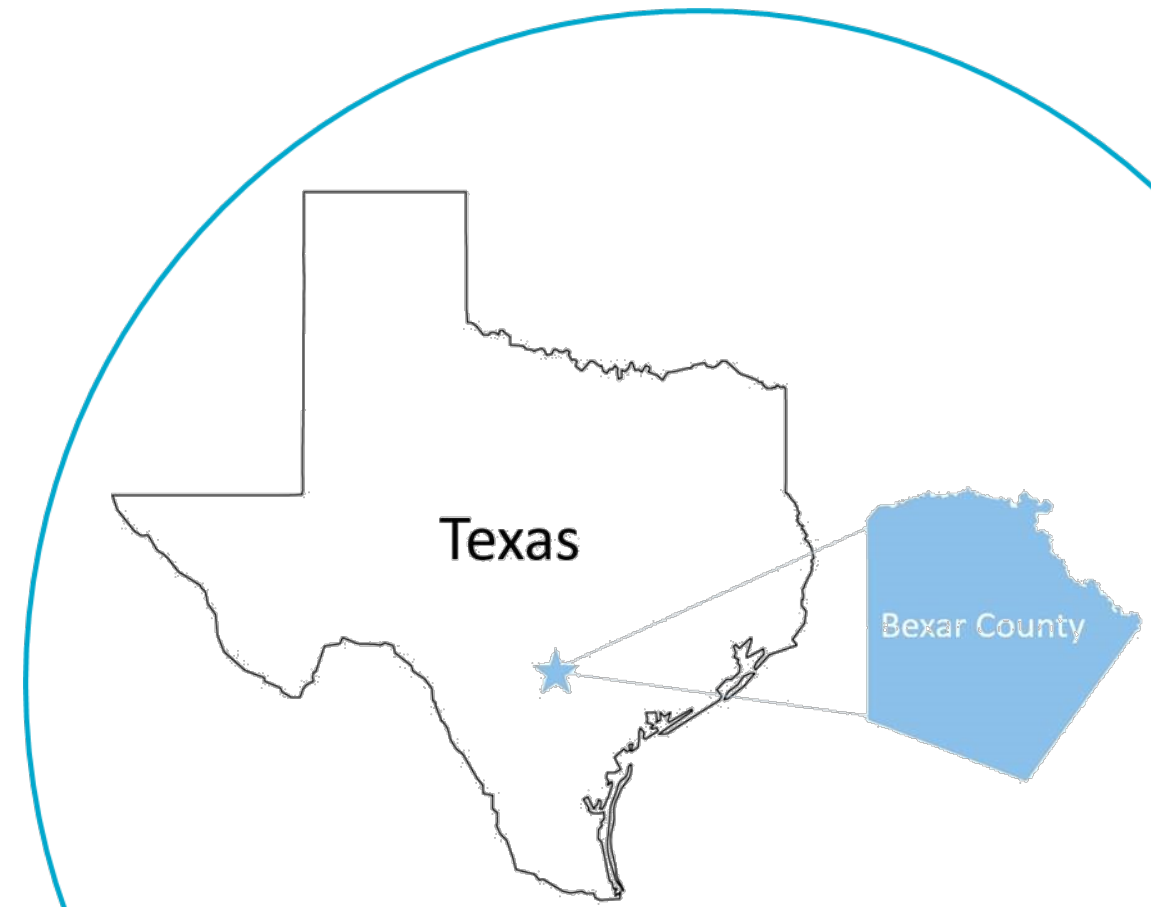
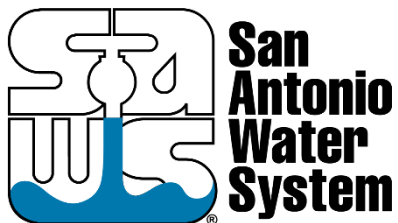


MAKING SAN ANTONIO
WATERFUL



San Antonio Water System

- 1.8 million served water & wastewater
- Produce and deliver water
- Over 500,000 accounts
- Diverse Customer Base
 - 71% volume residential (indoor & outdoor)
 - 23% volume commercial/industrial
 - 6% volume commercial landscape irrigation
- Conservation Drivers
 - Fast growing region
 - Drought prone with strict aquifer regulations
 - Part of San Antonio culture





Neighborhood Messaging



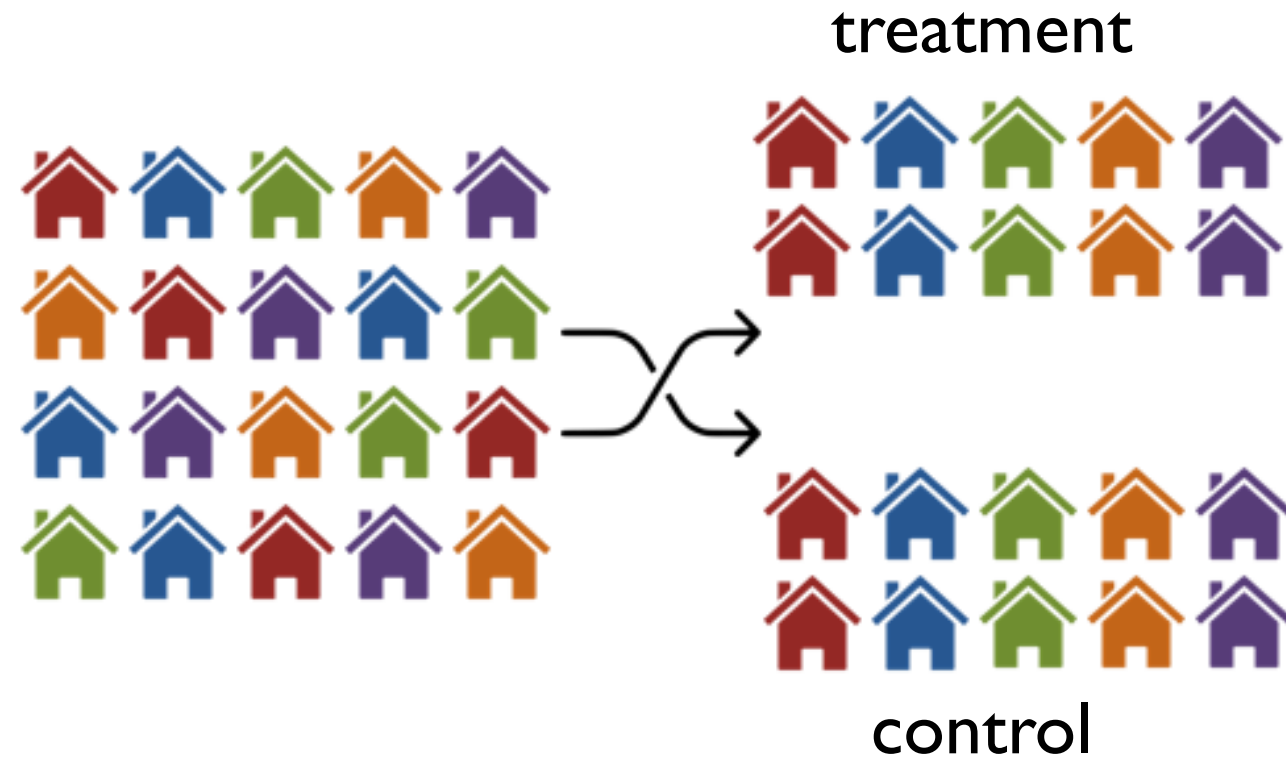
Messaging within
a Neighborhood



Messaging within
a Neighborhood

Random Control Trials

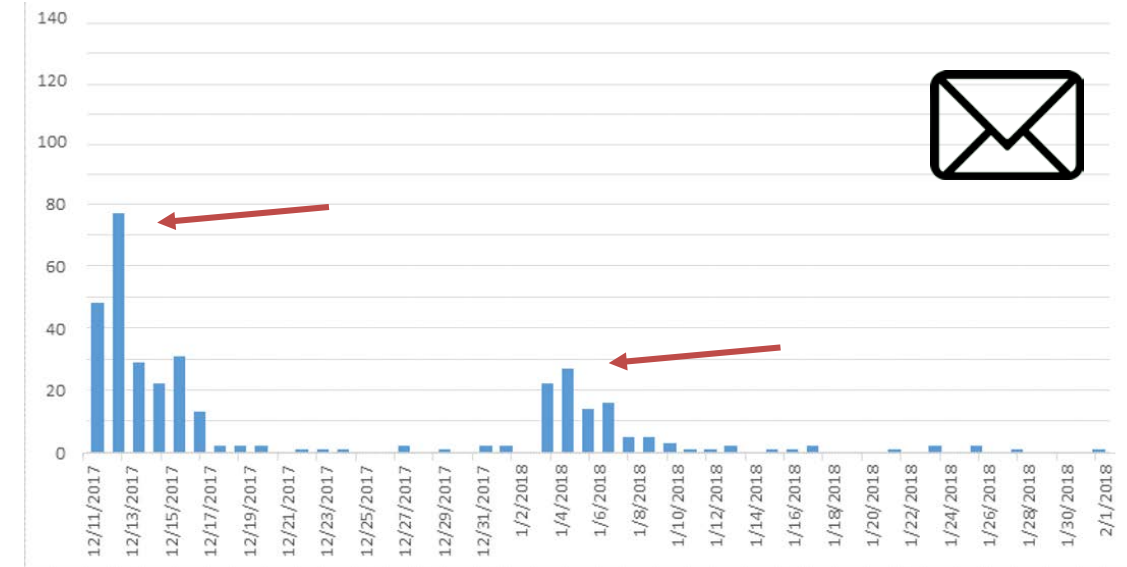
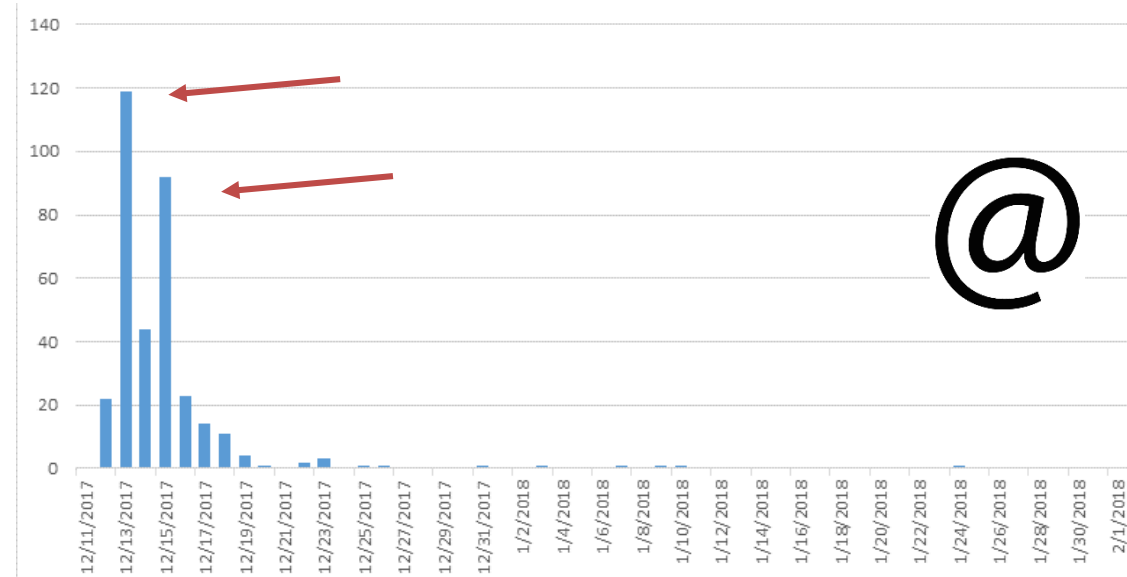
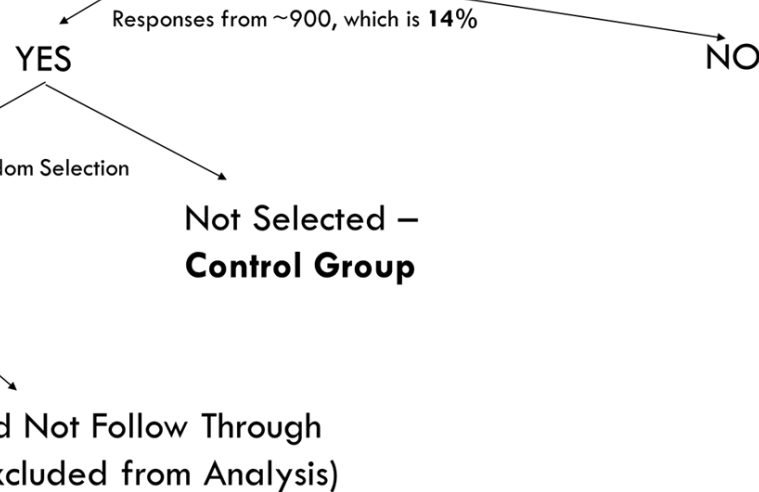
- Challenge: it's difficult to evaluate programs when weather is so different year to year
- Two ways of doing random control trials
 - Select customers for groups
 - Invite customers to opt in



Engagement

Print Mail vs. Email

Sent invitations to ~6,600 people via print & email



More Firsts: WaterSmart and Random Control Trials

Select Customers

- First Year Pilot
 - Random control trial
 - 10,000+ high use customers and low-income customers
- Now, open enrollment for past 1.5 years
 - 45,000+ active recipients in past year
 - 10,000+ registered for portal



WaterSmart Program
2800 US HWY 281 North
San Antonio, TX 78212

210.704.SAVE watersmart@SAWS.org

YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS:
ACCOUNT NUMBER:

GO PAPERLESS. SEE ALL INFO & PRODUCTS AT:
www.saws.org/watersmart

<RecipientID>saws1590797</RecipientID>

Get your report by email

Thanks for doing your part to save water. Reduce your impact even more by signing up to receive your Water Report via email.

Sign up online: www.saws.org/watersmart

Brown does not mean dead

All plants have drought avoidance mechanisms. Some use unique physical characteristics, others use quick dormancy. Learn more at GardenStyle San Antonio at: <http://bit.ly/2f6FwqF>.

Your WaterScore

JUN 28 TO JUL 27, 2017

You used **more water** than similar households.

Gallons Per Day (GPD)
9,724 GALLONS = 324 GPD

Category	GPD
Top 20%	149 GPD
Average Households	233 GPD
You	324 GPD

Your water use is compared to homes in San Antonio with 3 occupants and a similar yard size.

Your personalized action plan

Selected based on your household characteristics, yard size, and historical water use.

[Log on to update your profile](#)

Save money and protect your home with the following actions:

Check your rubber hoses

Sink, toilet, washing machine, and dishwasher hoses deteriorate over time.

Install outdoor hose timer

Attach a hose timer to your existing gardening hose to prevent overwatering.

Compost at home

Compost your vegetable scraps, eggshells, and coffee grounds.

[Log on](#)

Get your full list of recommended actions, and see:

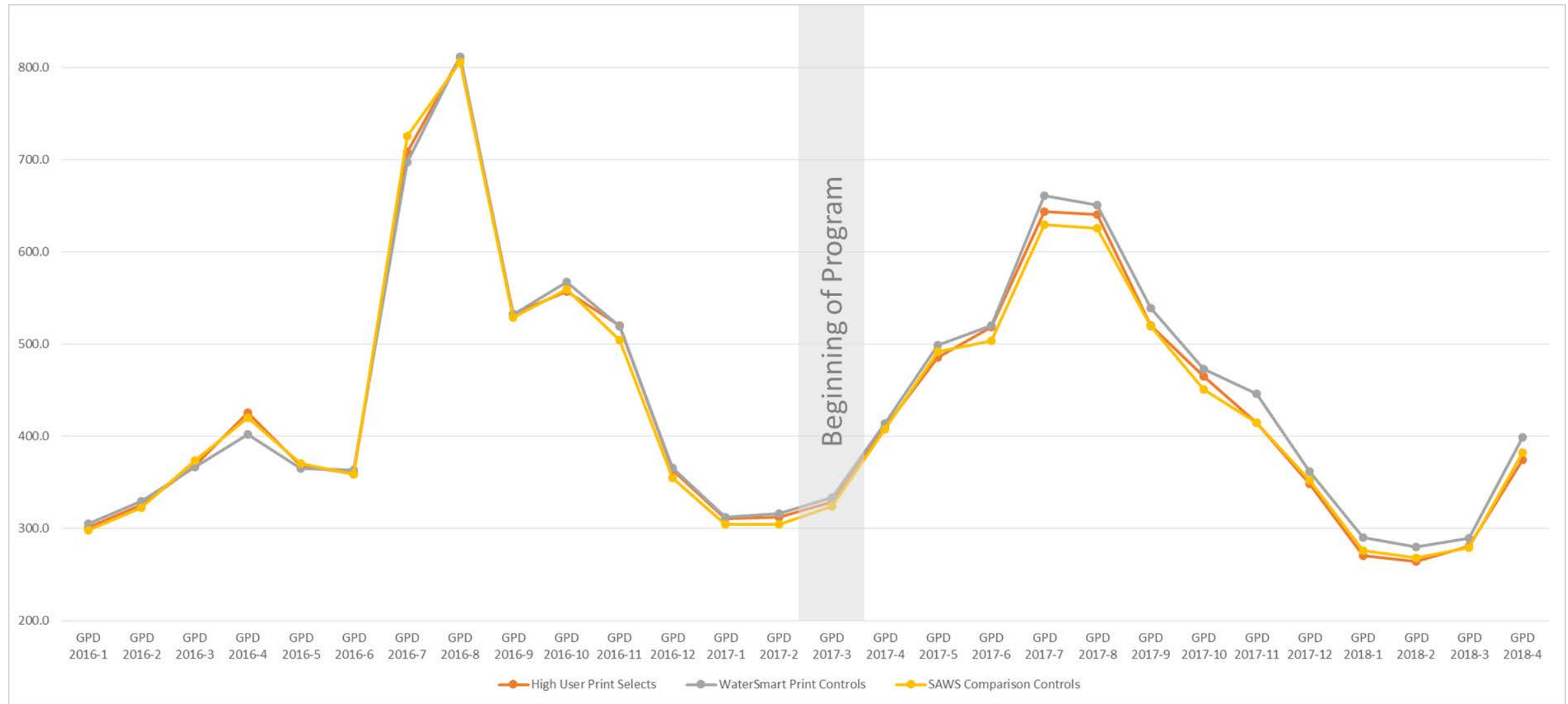
- Where you're using the most
- Your progress over time
- Efficient products for purchase

www.saws.org/watersmart

Zip Code: 78228

A free service offered by your water utility and powered by WaterSmart Software®

WaterSmart Pilot



Generic Marketing

Neighborhood Sweep

- Choose a neighborhood
 - High Use
 - New
 - Etc.
- Send mail to “Residents of Stillwater Ranch”



October 4, 2017

Dear Resident of Stillwater Ranch,

Did you know your irrigation system can use more water in a week than your family uses for all its other needs in a month? Is your irrigation system putting down more water than your landscape needs? Or, is your landscape demanding more water than you might be willing to pay for? Together, let's find out how much water and money you can save!

The Trinity Glen Rose Groundwater Conservation District (TGRGCD)* is teaming up with SAWS Conservation Department to urge and incentivize Stillwater Ranch residents with irrigation systems to sign up for a **FREE WaterSaver Irrigation Consultation**. Upon completion of your consultation you will be given a \$50 gift coupon courtesy of TGRGCD. Through this program many customers have saved thousands of gallons of water per month while helping their landscape thrive. |

SAWS is dedicating five days just for residents of Stillwater Ranch to schedule their own consultations. The dates are **Monday, October 16, through Friday, October 20**. Here's how it works:

- A consultant will meet you at your scheduled time and check your irrigation system to determine how it's performing and evaluate existing landscape conditions (Approximately 1 hour).
- Review your irrigation controller settings to make sure they are set appropriately to meet your

Personalized Marketing

Winter Averaging Mailer



SAWS conservation consultants will help identify design flaws in your irrigation system that, if changed, can result in both water savings and healthier landscapes.



October 9, 2018

Dear <<customer name>>,

We want to help you save money and water. In a review of our records, we noticed your household used an average of **19,451 gallons** during the 2017 winter months when SAWS sets sewer rates for your home. High water consumption during winter means higher sewer rates for you all year. To help you achieve savings, we are offering you a **FREE** WaterSaver Irrigation Consultation that may help you reduce water usage, and thus your sewer charges in 2018.

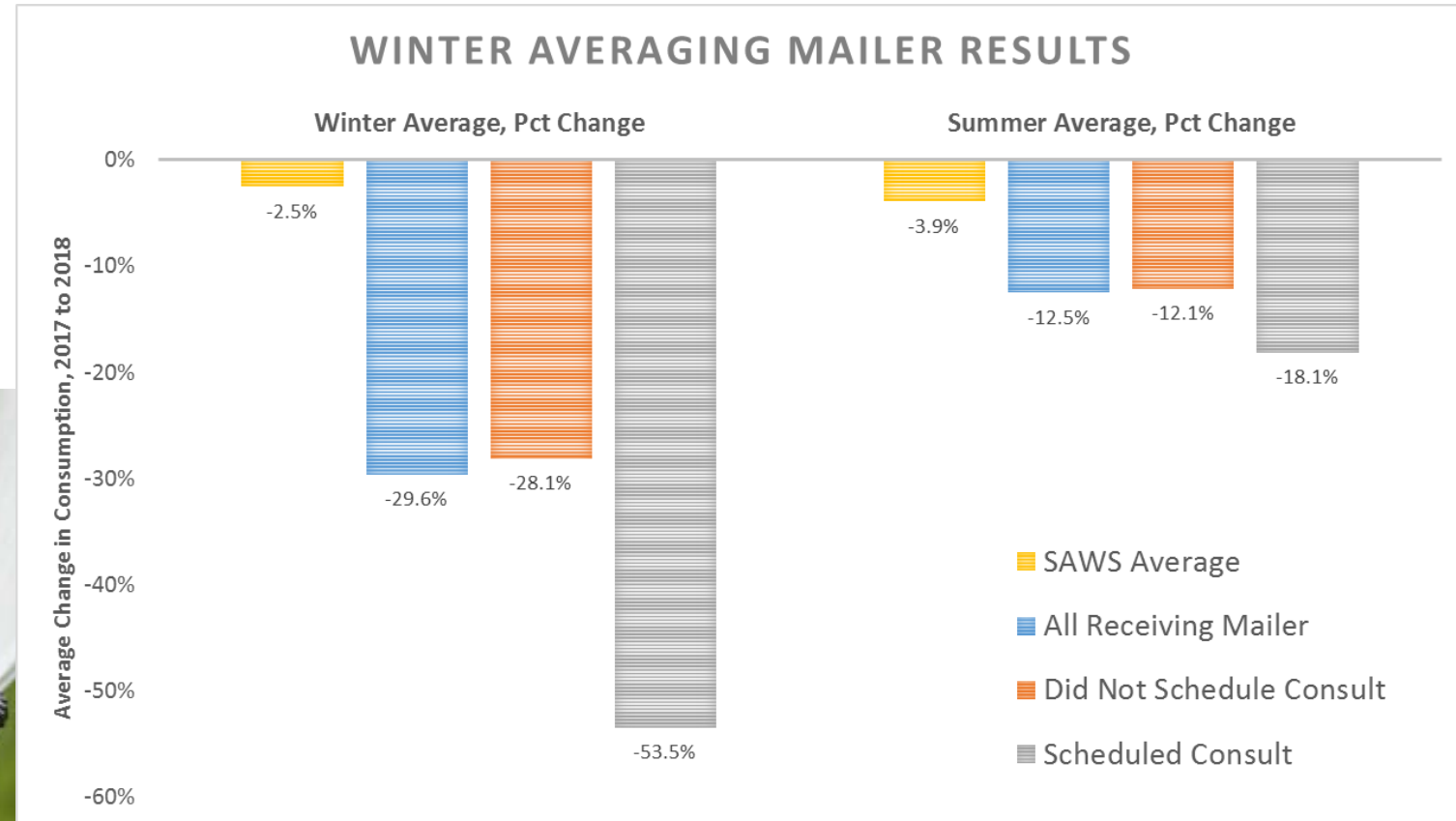
Analysis of your household water patterns revealed that your summer monthly usage average of **20,012 gallons** was similar to your winter monthly average. We usually see winter usage that is significantly lower than summer because of the cooler weather.

Our **FREE** WaterSaver Irrigation consultations typically help customers save thousands of gallons per month. The consultants we send to your home are plant and irrigation experts eager to help your landscape thrive year-round while saving money.

SAWS is dedicating five days for homeowners like you to schedule a one-on-one consultation. The dates are December 10 (Monday) through December 15 (Friday). After you schedule an appointment, a

Personalized Marketing

Winter Averaging Mailer





Personalized Marketing

High Rainy Month Consumption



July 2, 2019

Dear <<customer name>>,

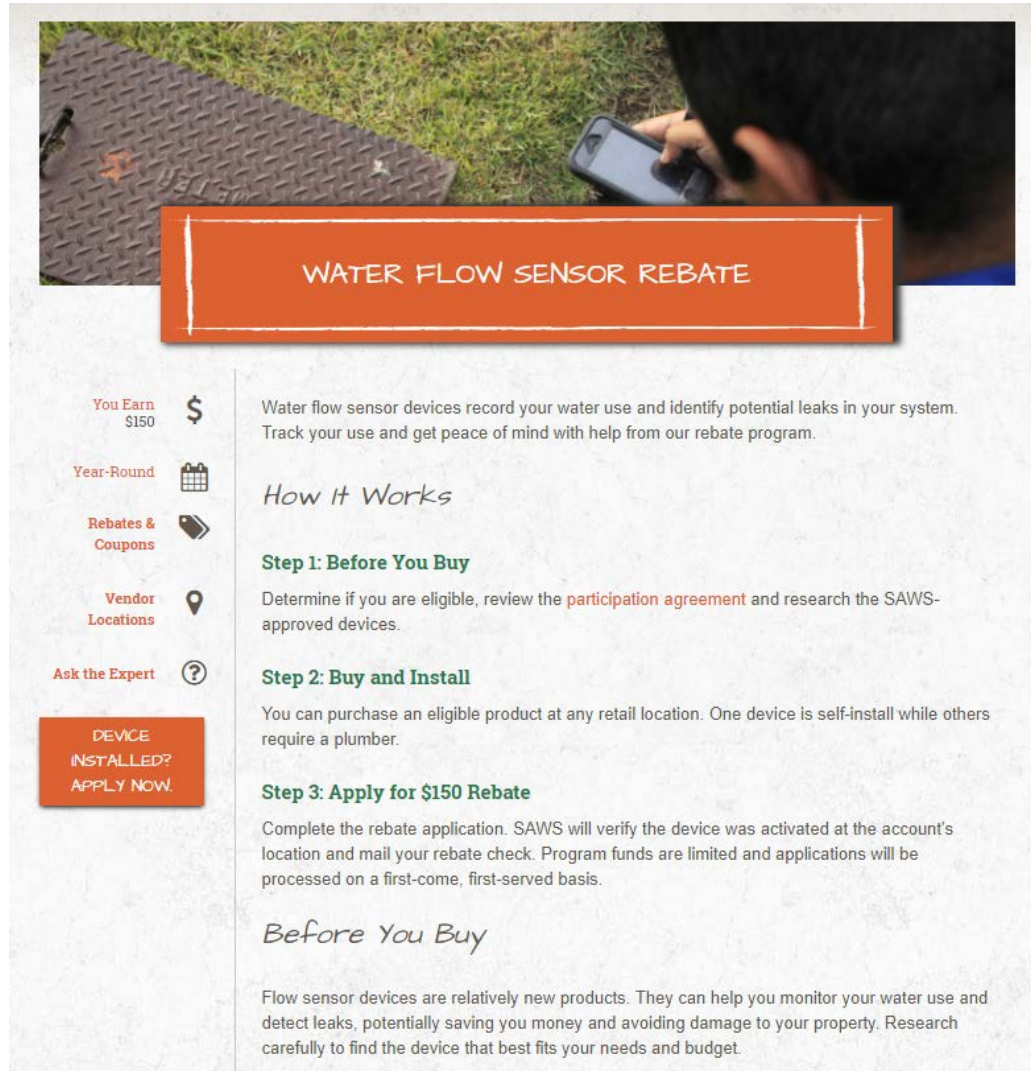
We have a special offer to help you save money and water. We noticed your household used **30,402 gallons** in June. SAWS is offering you a FREE WaterSaver Irrigation Consultation to help reduce your future summer bills.

SPECIAL BONUS: Visit www.trinityglenrose.com/landscape to check if you live in the Trinity Glen Rose District. After your consult, you may be eligible for a \$50 coupon for landscape materials!

FREE WaterSaver Irrigation consultations typically help customers save thousands of gallons per month. The consultants we send to your home are plant and irrigation experts eager to help your landscape thrive year-round while saving money. During your one hour visit the consultant will:

- Meet you at your scheduled time and check your irrigation system to determine how it's performing and evaluate existing landscape conditions.
- Review your irrigation controller settings to make sure they are set appropriately to meet your landscape goals and give you recommendations for year-round savings.
- Review irrigation rebates that may help you make water-saving changes to your irrigation system.

New Marketing: Flow Sensor Rebate



WATER FLOW SENSOR REBATE

You Earn \$150

Year-Round

Rebates & Coupons

Vendor Locations

Ask the Expert

DEVICE INSTALLED? APPLY NOW!

Water flow sensor devices record your water use and identify potential leaks in your system. Track your use and get peace of mind with help from our rebate program.

How It Works

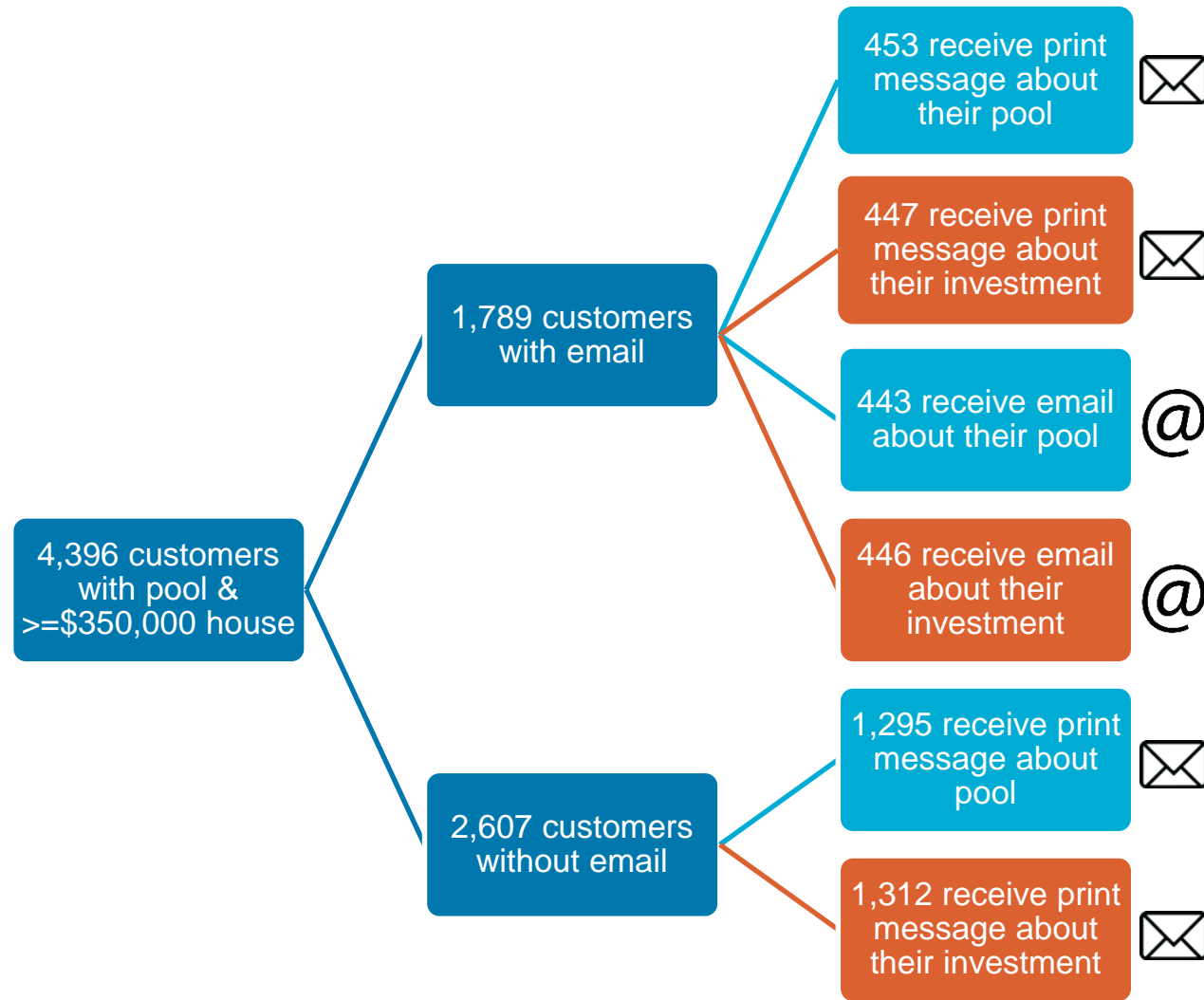
Step 1: Before You Buy
Determine if you are eligible, review the [participation agreement](#) and research the SAWS-approved devices.

Step 2: Buy and Install
You can purchase an eligible product at any retail location. One device is self-install while others require a plumber.

Step 3: Apply for \$150 Rebate
Complete the rebate application. SAWS will verify the device was activated at the account's location and mail your rebate check. Program funds are limited and applications will be processed on a first-come, first-served basis.

Before You Buy

Flow sensor devices are relatively new products. They can help you monitor your water use and detect leaks, potentially saving you money and avoiding damage to your property. Research carefully to find the device that best fits your needs and budget.

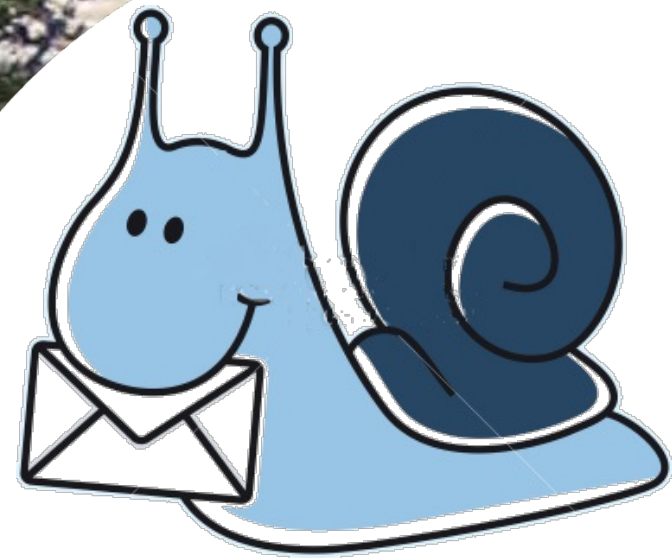


Follow Up?

Email us for more details
on our program designs
& pilot programs

Martha Wright

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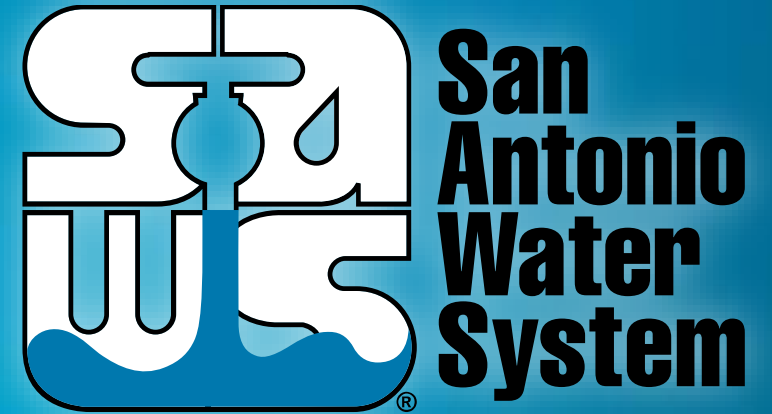
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